EL CAMINO COLLEGE
Office of the Vice President – Academic Affairs

NOTES – ENROLLMENT MANAGEMENT
APRIL 26, 2018

Present: J. Anaya, J. Aramburo, M. Arthur, J. Baranski, L. Clowers, R. Dreizler, T. Hazell, C. Jeffries, R. Miyashiro, D. Mussaw, D. Patel, G. Perez, B. Prado, I. Reyes, J. Sims, J. Smotherman, S. Taylor

Other guests: H. Parnock

I. INFORMATION

  A. <u>Notes of 3/8/18</u>:   Approved as written.

II. DISCUSSION/ACTION

  A. <u>IEPI Menu of Options</u>:   Robin Dreizler provided an update on the Institutional Effectiveness Partnership Initiative (IEPI) visit. After information was collected, a comprehensive list of options was received for consideration on ideas, approaches, solutions, and best practices. The areas for final consideration included: Retention of Students, Technology; Capacity, Standards and Planning; and Technology Issues.

  The next step is to submit a draft of the institutional innovation effectiveness plan including what the College wants to do, who will be the leads, estimates on cost. A final implementation request will be received within six weeks. With the support of Academic Senate, a formal plan will be decided on objectives, measure success, and how funds will be used. Funding is up to $200,000.

  Other discussion points:
  - Student retention and schedule builder is connected. This will assist students in finding a schedule that will fit their availability and ed plan. Schedule builder software will provide students options in real time.
  - Scheduling software will also provide some predictive analytics for the deans to use in building schedules for future semesters.
  - Tracking error messages. Need to provide students a link with glossary terms for error messages. Messages are built-in and need to have a database of answers, especially when students register.
  - Need to verify the Admissions phone # (310) 660-3414. It is a recording and not answered by a person.
  - Frequently Asked Questions (FAQ) system reduces the number of calls especially when students attempt to call after hours and weekends. Counseling noted a significant fewer calls because people went online to FAQs. At the end of the FAQ, potential students are asked, "are you satisfied with your answer?" A report is received which helps update the FAQ link. Additional information can be forwarded to Heather Parnock to post on the website.
  - Outreach host registration workshops at the high schools.

Enrollment Management motto: "We want students in and once they are in, we want to keep them."

B. <u>Next Meeting Date</u>: 5/10/18 at 2:00-3:00 p.m. in Lib 202.